

**CONTRACT**

**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

And:

**Perkins Nichols Media**  
**Attention: Bill Perkins**  
**6330 E. 75th Street, Ste. 144**  
**Indianapolis, IN 46250**

<u>Contract / Revision</u> 183987 /		<u>Alt Order #</u>
<u>Product</u> <b>AUTHORIZED BY SCOTT SCHNEIDER FOR SENATE</b>		
<u>Contract Dates</u> <b>08/06/12 - 09/02/12</b>		<u>Estimate #</u> <b>8/6/12-9/2/12</b>
<u>Advertiser</u> <b>Senate Majority Campaign Committee</b>		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 348.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	RTV 6	08/06/12	09/02/12	Good Morning America	7-9A		:30				NM	12	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$190.00	3.00			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$190.00	3.00			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$190.00	3.00			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$190.00	3.00			
N 2	RTV 6	08/06/12	09/02/12	Midday News	12P-1230P		:30				NM	14	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				4	\$160.00	2.00			
	Week:	08/13/12	08/19/12	MTWTF--				4	\$160.00	2.00			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$160.00	2.00			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$160.00	2.00			
N 3	RTV 6	08/06/12	09/02/12	5-530P News	5P-530P		:30				NM	8	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				2	\$375.00	4.80			
	Week:	08/13/12	08/19/12	MTWTF--				2	\$375.00	4.80			
	Week:	08/20/12	08/26/12	MTWTF--				2	\$375.00	4.80			
	Week:	08/27/12	09/02/12	MTWTF--				2	\$375.00	4.80			
N 4	RTV 6	08/06/12	09/02/12	530-6P News	530P-6P		:30				NM	12	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$300.00	6.00			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$300.00	6.00			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$300.00	6.00			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$300.00	6.00			
N 5	RTV 6	08/06/12	09/02/12	6-630P News	6P-630P		:30				NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$375.00	5.50			
	Week:	08/13/12	08/19/12	MTWTF--				3	\$375.00	5.50			
	Week:	08/20/12	08/26/12	MTWTF--				3	\$375.00	5.50			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$375.00	5.50			
N 6	RTV 6	08/06/12	09/02/12	7-730P News	7P-730p		:30				NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	MTWTF--				3	\$250.00	5.60			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
183987 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/06/12 - 09/02/12	AUTHORIZED BY SCOT	8/6/12-9/2/12

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority Campaign	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWTF--				3	\$250.00	5.60			
		Week: 08/20/12	08/26/12	MTWTF--				3	\$250.00	5.60			
		Week: 08/27/12	09/02/12	MTWTF--				3	\$250.00	5.60			
N 7	RTV 6	08/06/12	09/02/12	Sun 6-630P News	6-630P		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S				1	\$250.00	10.30			
		Week: 08/13/12	08/19/12	-----S				1	\$250.00	10.30			
		Week: 08/20/12	08/26/12	-----S				1	\$250.00	10.30			
		Week: 08/27/12	09/02/12	-----S				1	\$250.00	10.30			
<b>Totals</b>										<b>348.80</b>		<b>74</b>	<b>\$19,620.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	56	\$14,795.00	\$12,575.75
08/27/12 -09/02/12	18	\$4,825.00	\$4,101.25
<b>Totals</b>	<b>74</b>	<b>\$19,620.00</b>	<b>\$16,677.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

183987

Date: 8/2/2012

Revision #: 1

**Bill To: INDIANAPOLIS**

6330 e 75TH St ste 144

Vendor: WRTV

1330 N. Meridian

Indianapolis, IN 46204

Jen Hyslop

Indianapolis, IN 46250

**Phone: 317 585 0000**

**Fax: 317 585 0010**

**Affiliation:** ABC

[illegible]

# Buy Detail Report

Date: 8/2/2012

Revision #: 1

Bill To: INDIANAPOLIS

6330 e 75TH St ste 144

Indianapolis, IN 46250

Phone: 317 585 0000

Fax: 317 585 0010

Vendor: WRTV

1330 N. Meridian

Indianapolis, IN 46204

Jen Hyslop

Affiliation: ABC

Client: Senate Majority Campaign Commi Description: Schneider SD 30

Media: TV Flight Start Date: 8/6/2012

Product: Schneider SD30 Flight End Date: 9/2/2012

Primary Demo: Adults 50+ Buyer: Bill Perkins

Daypart	COST	NET CST	Wks Dur	Mon 8/6	Mon 8/13	Mon 8/20	Mon 8/27	Total Spots	Adults 50+	Adults 35+	Men 25-54
									RTG CPP	RTG CPP	RTG CPP

Indianapolis May12 DMA Nielsen Live+3

WRTV-TV Revision 1

Total SEP 12 \$4,825.00 \$4,101.25

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*Pamela L. Sweeney*



# Buy Detail Report

Date: 7/30/201

Client: Schneider SD 30  
Media: TV  
Product: General Election  
Primary Demo: Adults 50+

Flight Start Date:  
Flight End Date:  
Buyer: Bill Perkins

8/6/2012  
9/2/2012

Vendor: WRTV  
1330 N. Meridian  
Indianapolis, IN 46204  
Jen Hyslop

Bill To: INDIANAPOLIS  
6330 e 75TH St ste 144  
Indianapolis, IN 46250  
Phone: 317 585 0000  
Fax: 317 585 0010

Affiliation: ABC

Wks Mon Mon Mon Mon  
Dur 8/6 8/13 8/20 8/27

NET  
CST

COST

Daypart

Total Spots  
Adults 50+ Adults 35+ Men 25-54  
RTG CPP RTG CPP RTG CPP

Indianapolis May12 DMA Nielsen Live+3  
WRTV-TV

Total  
SEP 12 \$4,905.00 \$4,169.25

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WRTV-TV Indianapolis  
 Scott Schneider  
 8/6-9/2/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

SENATE MAJORITY CAMPAIGN COMMITTEE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

TOM WYSS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/3/12

Date



Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

REVISION FOR  
COMMITTEE NAME CHANGE

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRTV-TV Indianapolis

Date:

8/2/12

I, BILL PERKINSbeing/on behalf of: SCOTT SCHNEIDER, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: STATE SENATORin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
1:30	7a-730p	M-Fu	—	18x/wk	4wks

Total Charges:

\$76,679

NET



18054

**PERKINS NICHOLS MEDIA**

6330 East 75th Street, Suite 144  
Indianapolis, IN 46250  
(317) 585-0000



BMO Harris Bank N.A.  
20-7043-2740

8/1/2012

PAY TO THE  
ORDER OF WRTV-TV

\$ \*\*16,677.00

Sixteen Thousand Six Hundred Seventy-Seven and 00/100\*\*\*\*\*

DOLLARS

WRTV-TV (CHA 6)  
1330 N MERIDIAN STREET  
INDIANAPOLIS, IN 46202

  
AUTHORIZED SIGNATURE

MEMO

8/6-9/2/12 SCOTT SCHNEIDER STATE SEN 20

⑈018054⑈ ⑆274070439⑆ 00100⑈87013⑈

**PERKINS NICHOLS MEDIA**

18054

WRTV-TV

8/1/2012

WRTV-TV INDY,IN 8/6-9/2/12 SCOTT SCHNEIDE

16,677.00

1037. IRSMCC

8/6-9/2/12 SCOTT SCHNEIDER STATE SEN

16,677.00

#183987

\$ 19,620

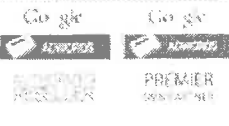
## Sweeney, Annie

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**From:** Anderson, Jamie  
**Sent:** Thursday, August 02, 2012 11:14 AM  
**To:** Hyslop, Jennifer; Sweeney, Annie  
**Subject:** FW: Legal Name of the Committee Paying for Scott Schneider

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**Jamie Anderson** ACCOUNT EXECUTIVE,  
KTMG  
Office: 317-518-1438 | Mobile: 317-518-5987  
[jamie@INDYchannel.com](mailto:jamie@INDYchannel.com) | [facebook.com/WRTV6](https://www.facebook.com/WRTV6)



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**From:** Diane Nichols [<mailto:DNichols@PNMedia.com>]  
**Sent:** Thursday, August 02, 2012 11:07 AM  
**Cc:** Matt Zapfe; [jeff@anthemmedia.com](mailto:jeff@anthemmedia.com); [courtney@anthemmedia.com](mailto:courtney@anthemmedia.com)  
**Subject:** Legal Name of the Committee Paying for Scott Schneider

**Notice to Television stations:**

Just to be certain we have ALL of our ducks in a row...  
Paying party legal name: Senate Majority Campaign Committee  
Authorizing party: Authorized by Scott Schneider for Senate

Future orders for the Senate Majority Campaign Committee may have this similar disclaimer for other candidates.  
Orders from PNM will come to you with Senate Majority Campaign Committee as "Client" with the candidate named in the "Product" field.  
It's important that "Authorized by Scott Schneider for Senate" appears on this current order, however you can get that done internally, and that it translates over to the invoices and affidavits.

Thank you for your continued attention to the details!

If you have any questions regarding this paperwork, or if there is anything I can do to make it easier, please give me a call.  
Have a great day!

Diane

Diane Nichols  
Perkins Nichols Media, Inc.  
6330 E. 75th Street, Suite 144  
Indianapolis, IN 46250  
317-585-0000  
317-585-0010 (f)  
[dnichols@pnmedia.com](mailto:dnichols@pnmedia.com)